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ABSTRACT

This report describes a program, the "President's Excellence Club," used at Midwestern State University in Texas to raise "unrestricted" funds for faculty and student development and special university projects. Though non-state support designated for specific purposes makes up a substantial part of the school budget, there is also a need for "unrestricted" funds. Invitations to join the President's Excellence Club are extended by the Chairman of the Excellence Club Advisory Board on Behalf of the Board of Regents. A brochure containing information on the Club is included in each invitation. Membership is open to all alumni and friends of the University who are willing to make unrestricted gifts of $1,000 or more. Memberships are for one year. All gifts are tax deductible and can be in the form of securities and or property. Corporate matching gifts are also encouraged. All members are presented with attractive, personalized plaques which can be displayed. Renewing members receive special "date bars" to indicate continuing membership. Members also receive a periodic newsletter and invitation to attend special functions. The cost of the effort does not exceed $1,000 annually. The first year's effort in 1985 raised $27,500 while the fifth year drive in 1989 netted $53,500. (JB)

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President's Excellence Club
1985-1989

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AASCU/ERIC Model Programs Inventory Project

The AASCU/ERIC Model Programs Inventory is a two-year project seeking to establish and test a model system for collecting and disseminating information on model programs at AASCU-member institutions--375 of the public four-year colleges and universities in the United States.

The four objectives of the project are:

- To increase the information on model programs available to all institutions through the ERIC system
- To encourage the use of the ERIC system by AASCU institutions
- To improve AASCU's ability to know about, and share information on, activities at member institutions, and
- To test a model for collaboration with ERIC that other national organizations might adopt.

The AASCU/ERIC Model Programs Inventory Project is funded with a grant from the Fund for the Improvement of Postsecondary Education to the American Association of State Colleges and Universities, in collaboration with the ERIC Clearinghouse on Higher Education at The George Washington University.

ABSTRACT

The President's Excellence Club has provided the University with a source of "unrestricted" funds. These funds allow the University the flexibility to meet needs in the areas of faculty and student development and special University projects. This type of giving enables Midwestern State to attract and retain top quality students and faculty. The President's Excellence Club is a successful annual fund raising effort that provides Midwestern State with these necessary funds at a small cost.

MIDWESTERN STATE UNIVERSITY
PRESIDENT'S EXCELLENCE CLUB

INTRODUCTION

The support received by Midwestern State University from the Wichita Falls community has greatly benefited our faculty and students. The primary mission of the University is aided through contributions to specific departments and scholarship funds from private donors.

BACKGROUND

During 1988-89, Midwestern State University was the recipient of more than $1.7 million in non-state support which came primarily in the form of "restricted" gifts from individuals, businesses, corporations, and foundations. These gifts represented an invaluable source of support for the University, and we are grateful for them. These designated gifts are vital.

However, because most of them were "restricted" for specific purposes, such as scholarships, they still left the University with a rather substantial unmet need for "unrestricted" funds. Unrestricted gifts for University needs are an invaluable part of our total development program.

DESCRIPTION

The President's Excellence Club was established by the Midwestern State University Board of Regents in 1984 in response to the University's need for more "unrestricted" support. It is funded totally through private contributions.

The purpose of the President's Excellence Club is to give those friends of the University who recognize the value of unrestricted funds a mechanism for making annual contributions. These funds give the University the flexibility to meet special needs as they arise.

Invitations to join the President's Excellence Club are extended by the Chairman of the Excellence Club Advisory Board on behalf of the Board of Regents. A brochure containing information on the Club is included with each invitation. Membership is open to all alumni and friends of the University who are willing to make unrestricted gifts of $1,000 or more. Memberships are for one year.

Through these donations, faculty members can attend important professional meetings and conferences, scholarships can be provided for outstanding students, and worthy student programs can be enriched. These types of activities are vital to the future growth of Midwestern State, but the amount of state funds

available to support them is extremely limited. In some areas, state funds may not be used at all. The President's Excellence Club is intended to allow the President to support these activities at a greater level than is now possible, thereby promoting the development of the University as a whole.

All gifts to the President's Excellence Club are tax-deductible and need not necessarily be in the form of cash. Securities and/or property also may be given, providing they have a fair market value of at least $1,000 or more. Gifts of personal property are discouraged since they may not be fully tax-deductible under Internal Revenue regulations.

An often overlooked form of giving is the matching gift. Many large companies and corporations have matching gift programs whereby they will match donations made by their employees and, in some cases, their retired employees to educational institutions.

All members are presented with attractive, personalized plaques which can be displayed. Renewing members receive special "date bars" to indicate continuing membership.

Members also are informed of University developments through publication of periodic newsletters and attendance at special functions for President's Excellence Club members. Corporate members are encouraged to assign different individuals to serve as Excellence Club representatives on a rotating basis.

The costs of this fund raising effort do not exceed $1,000 annually. Preparation of all materials is coordinated by the Director of Developmental Services and the staff of the President's Office.

RESULTS

The Club is in its fifth year of existence. The first year's efforts raised a modest sum of $27,500 for the University. The 1989 drive netted a total of $53,500. A large number of the donors are members of the local community. Our goal is to continue to add Midwestern State alumni to the membership of the President's Excellence Club.

CONCLUSION

Through the support provided by the President's Excellence Club during the past five years, the University has had the flexibility to meet needs in the areas of faculty and student development, and special University projects. Many colleges and universities conduct fund raising efforts for "unrestricted" funds. The President's Excellence Club provides Midwestern State with these funds at minimal cost. Without this type of unrestricted giving, Midwestern State would not be able to attract and retain top quality students and faculty, and to respond to changing needs.